

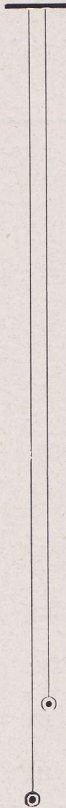
MASTER RULES

**FOR
MASTERCRAFTSMEN**


1940

MASTER RULE MANUFACTURING CO., INC.


815-819 EAST 136th ST., NEW YORK, N. Y.



STEEL TAPE RULES
CARPENTERS SLIDE RULES
WOOD FOLDING RULES
METAL-END RULES
ALUMINUM FOLDING RULES
FOUR-FOLD RULES
EXTENSION FOLDING RULES



*The largest exclusive manufacturers of Folding Rules and
Steel Tape Rules in America*

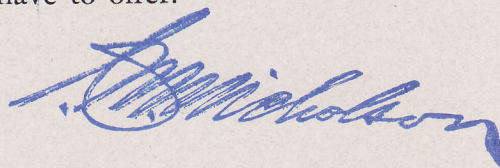


MASTER RULE MANUFACTURING COMPANY
INCORPORATED
815 East 136th Street, New York City, N. Y.

A Message to Our Customers

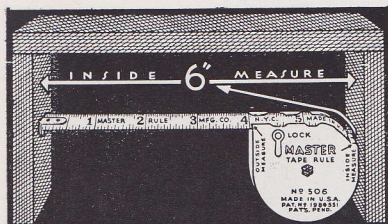
In more than twenty-five years of manufacturing experience, we have made it our fundamental principle to keep ahead of every change made in the construction of measuring rules. As a result, thirty different styles of Master Rules have evolved, each with its own particular claim to quality. Each rule has its own story of painstaking research in methods of shortening manufacturing processes and in simplifying rule design.

Because of our desire to give you only what we consider the most modern and improved in Rules we submit this catalog to you, to keep you constantly informed about the newest and best that we have to offer.

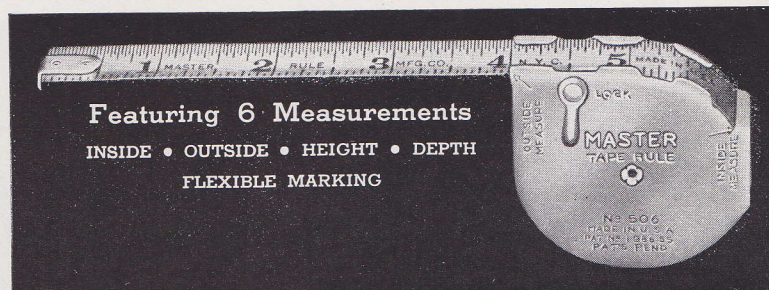


President

MASTER INSIDE MEASURE TAPE RULES



Inside Measure by *direct reading* at point where tape disappears into case.



PATENTED

Features

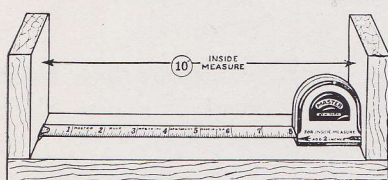
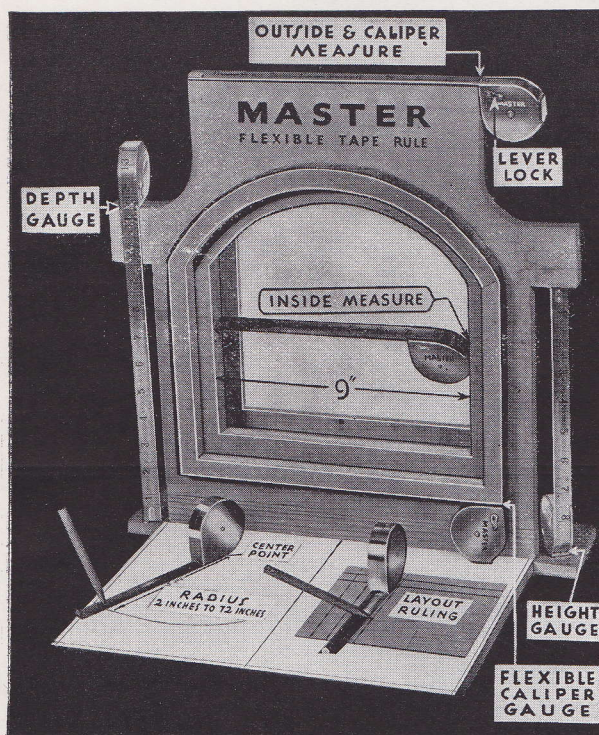
The Master Inside Measure Steel Tape is acknowledged the finest all-around measuring rule. All inside-measurements are read direct at rear edge of case. All dimensions are calipered for greater accuracy. The Precision Lock retains all measurements. Pistol butt shaped case makes easy handling and can be taken apart and cleaned. Also, user can slip off an old, worn blade and quickly attach a new one. This is a patented feature.

Construction

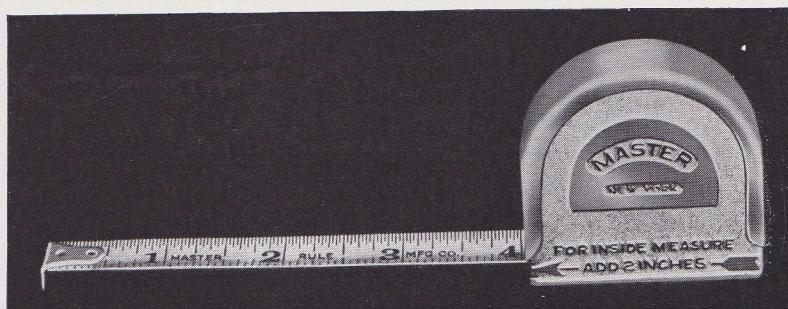
Beauty of design is evident in the streamlined chrome plated steel case. The detachable blade is made from the highest quality tempered steel with permanently etched figures and graduations. Precision Lock is cam lever type, welded to side of case.

Price

	List Price
No. 506-6 ft. (Tape 9/16") Wt. 3 3/4 oz. Double Edge Marking—Graduated on one side.....	\$1.50
No. 508-8 ft. (Tape 9/16") Wt. 4 1/2 oz. Double Edge Marking—Graduated on one side.....	2.00
No. 906-6 ft. (Tape 13/32") Wt. 3 oz. Single Edge Marking—Graduated on one side.....	1.50
No. 406-6 ft. (Tape 9/16") Wt. 3 3/4 oz. Double Edge Marking—Graduated on both sides.....	2.00
No. 408-8 ft. (Tape 9/16") Wt. 4 1/2 oz. Double Edge Marking—Graduated on both sides.....	2.70
No. 806-6 ft. (Tape 13/32") Wt. 3 oz. Single Edge Marking—Graduated on both sides.....	2.00



Inside Measure by *indirect reading*. Add two inches for width of case.



Features

The 306 line of Master Tapes was designed to meet the need of a low price Inside-Measure Steel Rule. Sturdy rugged construction has made this rule the favorite with mechanics who wear out ordinary tapes. Smooth case fits pocket or hand easily.

Construction

Made from an unbreakable zinc die cast alloy, nickel plated. Some models made with solid brass push-lock for holding measurements. Rule blades made from highest quality tempered steel with permanently etched figures and graduations, one side two edges. Rule blades replaceable in all models.

Price

	List Price
No. 306-6 ft. (Tape 1/2" wide) Wt. 3 1/8 oz.—without lock.....	\$1.00
No. 306L-6 ft. (Tape 1/2" wide) Wt. 3 1/8 oz.—with lock.....	1.25
No. 308-8 ft. (Tape 1/2" wide) Wt. 4 oz.—without lock.....	1.25

Above rules have Double Edge Markings and are graduated on one side

MASTER ROUND CASE TAPE RULES

MONITOR



Features

This remarkable little rule has become almost the standard for round case rules. It has a sleek flat edge, shockproof case and beautiful counter-sunk name-plate. Case can be taken apart and cleaned and new blade inserted easily by the user.

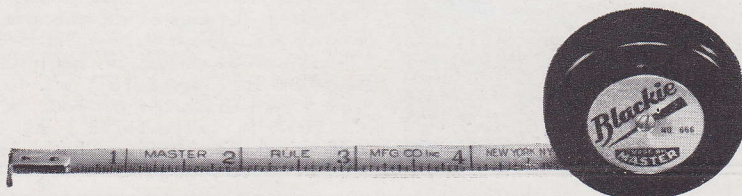
Construction

Mirrored chrome finish, flat edge shockproof case—red and black counter-sunk name-plate. Blades made from highest quality tempered steel with permanently etched figures and graduations, one side both edges.

Price

	<i>List Price</i>
No. 206-6 ft. Monitor (Tape $\frac{1}{2}$ " wide) Wt. $2\frac{1}{2}$ oz.	\$.80

BLACKIE



Features

A new Master Tape Rule with a definite zing of personality. This compactly beautiful rule is made slim as a watch and lies light in the pocket. Case can be taken apart and cleaned or a new blade inserted easily by the user. A very handy feature.

Construction

Case is made from polished steel with a durable black baked enamel finish. Flat edge case construction gives it a smooth feel. Attractive chrome, name-plate is embossed in face of rule. Rule blade made from highest quality tempered steel with permanently etched figures and graduations, one side, both edges.

Price

	<i>List Price</i>
No. 666-6 ft. Blackie (Tape $13/32$ " wide) Wt. 2 oz.	\$.80

A suggestion: All Master Steel Tape Rules may be had with attractive Methods of Imprinting. They make practical advertising gifts. Send for Circular P-100.

MANUFACTURED BY

Master Rule Mfg. Co., Inc., 815-819 E. 136th St., New York, N. Y.

MASTER WOOD FOLDING RULES

BLUE END



Features

This is a government tested quality folding rule. The joints are stretchless due to a special simplified construction guaranteed to withstand pull, push or side strain. Because of this fine feature, rule users seldom change, after once using a Blue End.

Construction

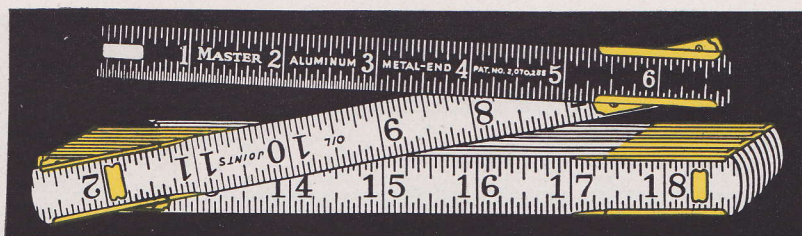
Two piece simplified rolled shoulder joints made of solid brass. Double edge graduations and figures protected by a waterproof lacquer and strike plates. Attractively finished with high gloss enamel, white or ivory. Rule sections made from carefully selected straight grain white maple.

Price

No. 786-6 ft. Ivory	<i>List Price</i> \$ 6.60 doz.
No. 796-6 ft. White	7.20 doz.

Also supplied in "F" style—flat reading. Wt. 3½ lb. per doz. Packed ½ doz. to a box.

METAL-END



Features

The Metal-End Rule is an exclusive Master product designed to combine the best qualities of wood and metal rules. The metal end with deep etched graduations makes a permanent end stick. The wood gives the rule a light, easy feel. The first three inches are graduated in 32nds for fine super accurate measurements.

Construction

Metal end made of tempered aluminum etched black with stand out figures and graduations. All double Metal-End rules have strike plates throughout. Single Metal-End rules have strike plates on first wood section only. Joints of rule are made of brass plated steel and the wood sections are cut from selected straight grain white maple and finished with high gloss enamel, white or ivory.

Price

<i>Single Metal-End</i>		<i>Double Metal-End</i>	
	<i>List Price</i>		<i>List Price</i>
76-6 ft. Ivory	\$ 6.00 doz.	276-6 ft. Ivory	\$ 8.40 doz.
176-6 ft. White	6.60 doz.	376-6 ft. White	9.00 doz.

Also in "F" style, same price as above. Wt. 3 lbs. per doz. Packed ½ doz. to a box.

MASTER WOOD FOLDING RULES

STANDARD



Features

This rule is designed for the mechanic or carpenter who wants a high grade folding rule at a moderate price. Double edge graduations for convenient ruling and measuring.

Construction

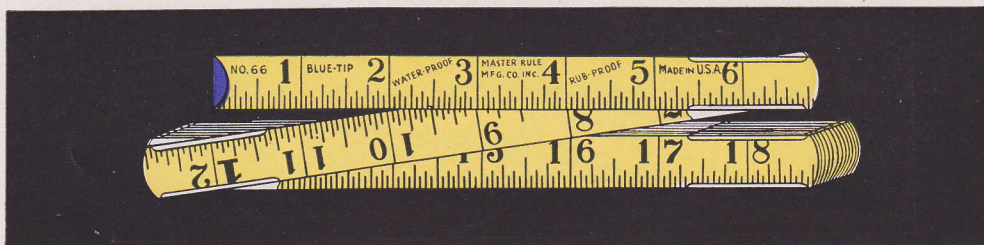
Simplified two piece Master joints made of brass plated steel. Made from selected straight grain white maple and finished in ivory or white enamel with protective coat of clear lacquer.

Price

	List Price
No. 26-6 ft. Ivory.....	\$ 5.40 doz.
No. 36-6 ft. White.....	6.00 doz.

Also supplied in "F" style—flat reading. Wt. 3 lbs. per doz. Packed 1/2 doz. in a box.

BLUE TIP



Features

The Blue Tip is truly an unusual folding rule. The finish on this rule is guaranteed. A special glass hard, friction proof lacquer over the figures and graduations prevents wear. This feature makes this rule the toughest and longest wearing Master Rule, for a very moderate price.

Construction

Double coat of glass hard clear lacquer over figures and graduations, light box wood color. Simplified, two piece Master joints of polished steel. Blue Tip Rules can be had with brass plated joints at a slight increase in cost. Finest straight grain white maple used in construction.

Price

	List Price
No. 66-6 ft. Blue Tip.....	\$ 3.60 doz.

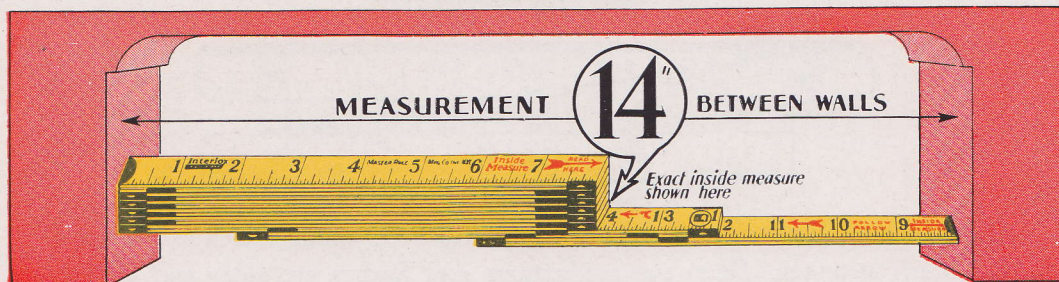
Also in "F" style, same price as above. Wt. 3 lbs. per doz. Packed 1/2 doz. to a box.

MANUFACTURED BY

Master Rule Mfg. Co., Inc., 815-819 East 136th Street, New York, N. Y.

MASTER INSIDE MEASURE WOOD RULES

"INTERLOX" SLIDE RULE



Features

This is the aristocrat of wood rules. It is specially designed to make inside measurements but makes a speedy, convenient outside measurement as well. It opens and closes like a telescope three times faster than any folding rule and can be held straight out or straight up when open. Every stick is Replaceable.

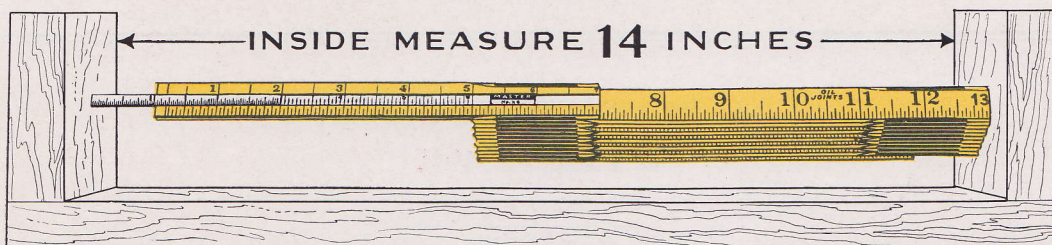
Construction

Made from the finest, select straight grain white maple and finished with a glass hard, friction proof lacquer—light boxwood color. All joints and clips are made of solid brass.

Prices

	<i>List Price</i>
No. 104-4 ft.—Graduated in 16ths—Wt. 2 lbs. 12 ozs. per doz.....	\$ 9.60 doz.
No. 106-6 ft.—Graduated in 16ths—Wt. 4 lbs. 2 ozs. per doz.....	14.40 doz.
No. 108-8 ft.—Graduated in 16ths—Wt. 5 lbs. 8 oz. per doz.....	19.20 doz.

EXTENSION FOLDING RULE



Features

This is a new Master Rule. It has the advantage of being the same size and weight as a regular folding rule and has a completely detachable extension slide. This detachable feature makes it possible for the user to replace the extension slide himself in case of breakage. Lowest priced extension rule.

Construction

Made just like regular folding rule from highest grade straight grain maple—brass plated joints—sanded ends and friction proof lacquer finish.

Price

	<i>List Price</i>
No. X6-6ft. Extension Folding Rule—Weight 3 lbs. per doz.....	\$ 9.60 doz.
Packed 1/2 doz. to a box.	

SPECIAL MASTER RULES

ALUMINUM FOLDING RULE



Special spring alloy aluminum used in construction. Almost as light as wood but much stronger. Deep cut graduations and figures are clear and legible. Solid brass joints. Absolutely rust-proof.

No. 516-6 ft. List Price
\$15.60 doz.
Wt. 5 lbs. per doz. — Packed 1/2 doz. to a box.

OLD STYLE CARPENTERS' RULE

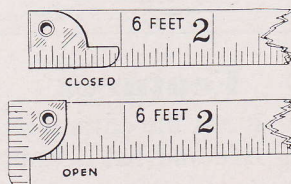


Made from highest quality hardwood—lacquered finish. All metal parts made from solid brass. Red fibre friction disc on center joint—no objectionable pins protruding to injure hands. A quality product from tip to tip.

Master Four-Fold (Maple) No. 20-2 ft. \$1.90 doz.
Master Four-Fold (Maple) No. 30-3 ft. 3.60 doz.

Packed 1 doz. to a box.

MASTER RULES WITH HOOK



Ideal for taking measurements out of reach. Does not interfere with reading. Graduations of first inch are engraved on hook. Hooks may be attached to all high grade folding rules at \$1.20 per doz. additional.

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DEALER HELPS

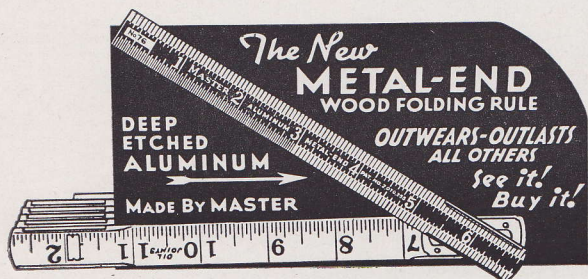
MASTER MERCHANDISER

Display Case is paneled with walnut veneer, backed by hard white maple. Has theft-proof compartment for three dozen assorted rules. Center tape rule panel covered with transparent acetate and has camouflaged top which slides up and out. Wood rules attached with U clips. Base of display is red. Center panel also red.



This beautiful, up-to-date display is a free dealer help designed to sell rules quicker. Sturdily built but attractive, the MERCHANDISER reflects the quality of the rules it displays.

Contact your nearest Master Representative listed below to help you make up an assortment order.



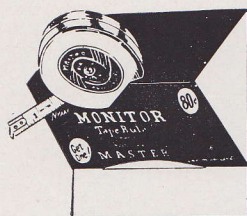
METAL-END Handy Card Display. Set up as shown. Packed one to each half dozen rules. Colored green and white.

MASTER RULES		
PRICE LIST		
(January 1, 1962)		
Name		Price
TABLE RULES		
Book # 1. PEACOCK		1.00
Book # 2. PEACOCK		1.00
Book # 3. PEACOCK		1.00
Book # 4. PEACOCK		1.00
Book # 5. PEACOCK		1.00
Book # 6. PEACOCK		1.00
Book # 7. PEACOCK		1.00
Book # 8. PEACOCK		1.00
Book # 9. PEACOCK		1.00
Book # 10. PEACOCK		1.00
Book # 11. PEACOCK		1.00
Book # 12. PEACOCK		1.00
Book # 13. PEACOCK		1.00
Book # 14. PEACOCK		1.00
Book # 15. PEACOCK		1.00
Book # 16. PEACOCK		1.00
Book # 17. PEACOCK		1.00
Book # 18. PEACOCK		1.00
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Book # 20. PEACOCK		1.00
Book # 21. PEACOCK		1.00
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Book # 90. PEACOCK		1.00
Book # 91. PEACOCK		1.00
Book # 92. PEACOCK		1.00
Book # 93. PEACOCK		1.00
Book # 94. PEACOCK		1.00
Book # 95. PEACOCK		1.00
Book # 96. PEACOCK		1.00
Book # 97. PEACOCK		1.00
Book # 98. PEACOCK		1.00
Book # 99. PEACOCK		1.00
Book # 100. PEACOCK		1.00
Book # 101. PEACOCK		1.00
Book # 102. PEACOCK		1.00
Book # 103. PEACOCK		1.00
Book # 104. PEACOCK		1.00
Book # 105. PEACOCK		1.00
Book # 106. PEACOCK		1.00
Book # 107. PEACOCK		1.00

Dealer price list. Tack up anywhere you can refer to it easily and quickly. Made of cardboard.

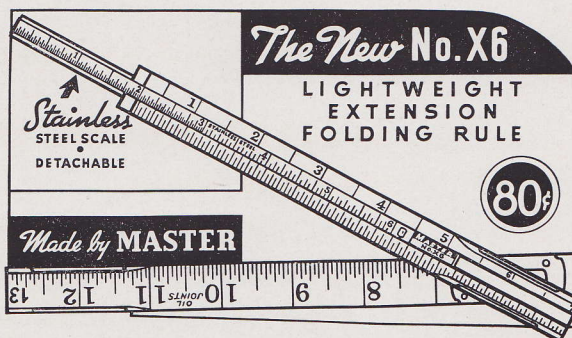


BLUE END Handy Card Display. Set up as shown. Packed one to each half dozen rules. Colored blue and white.



3 1/2" x 4" when set up.

MONITOR Handy Display. Each carton of Monitor Tape Rules has one of these displays. Attractively colored, silver, red, white, and blue. For window or counter.



EXTENSION RULE Handy Card Display. Set up as shown. Packed one to each half dozen rules. Colored yellow, Black and green.



3 1/2" x 4" when set up.

BLACKIE Handy Display. One each of these handy cards packed in each carton. It will sell. Be sure and set up. For window or counter. Colored black, yellow and red.

Your nearest Master Representative is listed below.

G. C. HALL, *Western Branch Manager*, 737 Terminal Street,
Los Angeles, Calif.
E. A. KNUDSEN, 905 E. 5th Street South, Salt Lake City, Utah
S. H. KEMP, 2000 No. Lamar Street, Dallas, Texas
A. P. LAURITZEN, 1411A Merchandise Mart Bldg., 222 N.
Bank Drive, Chicago, Ill.

W. H. MEINERS, P. O. Box 152, Highland Park Station,
Detroit, Mich.
R. LULL, 410 Aberdeen Terrace, Greensboro, N. C.
C. B. BOGLE, 69 Egerton Road, Arlington, Mass.
R. M. HOLDER, Factory, 815 E. 136th Street, New York, N. Y.

MANUFACTURED BY

Master Rule Mfg. Co., Inc., 815-819 E. 136th St., New York, N. Y.

